

ORDER



Orders
Order / Rev: 683984
Alt Order #: 06145440
Product Desc: ISSUE
Estimate: 1192
Flight Dates: 10/30/12 - 11/12/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	110	\$103,150.00	\$87,677.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	110	\$103,150.00	\$87,677.50	0.00
Totals	110	\$103,150.00	\$87,677.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	25%	\$103,150.00
Market	100%	\$412,600.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	18%	\$74,268.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$4,126.00
KSTP	16%	\$66,016.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	1%	\$4,126.00
WCCO	35%	\$144,410.00
WFTC	4%	\$16,504.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12	KARE	10/30/12	11/05/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	9	\$275.00	P-2	0.00	NM	9	\$2,475.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	9		\$275.00		0.00						
13	KARE	11/05/12	11/05/12	Mon Prime Other VOICE	CM	Mon Prime Other (6:58 PM-9:00 PM)	M-----	:30	1	\$4,750.00	P-2	0.00	NM	1	\$4,750.00
VOICE-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$4,750.00		0.00						
15	KARE	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,500.00		0.00						
16	KARE	11/03/12	11/03/12	Notre Dame Football Notre Dame Football	CM	Various (2:28 PM-6:00 PM)	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
ND FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$500.00		0.00						
17	KARE	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	3		\$250.00		0.00						
18	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	6	\$700.00	P-2	0.00	NM	6	\$4,200.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	6		\$700.00		0.00						
20	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
KARE11WS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$900.00		0.00						
21	KARE	11/04/12	11/04/12	NFL Regular Season Fo NFL Regular Season F	CM	Various (7:15 PM-10:30 PM)	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
NFL SUN FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$7,000.00		0.00						
22	KARE	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	3		\$300.00		0.00						
23	KARE	11/01/12	11/01/12	Thu Prime AWAKE	CM	Thu Prime (9:00 PM-10:00 PM)	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
AWAKE-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$2,000.00		0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		2	KARE	10/29/12-11/04/12	Thu Prime	Thu Prime (9:00 PM-10:00 PM)	---Th----	:30	\$2,000.00	0.00	NM				
N24	KARE	10/31/12	10/31/12	Wed Prime ROCK CENTER	CM	Wed Prime (8:00 PM-9:00 PM)	--W----	:30	3	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	3		\$1,300.00		0.00						

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N24	KARE	10/31/12	10/31/12	Wed Prime ROCK CENTER	CM	Wed Prime (8:00 PM-9:00 PM)	--W----	:30	3	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		3				\$1,300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/29/12-11/04/12		Wed Prime		Wed Prime	(8:00 PM-9:00 P--W-----	:30		\$1,300.00		0.00	NM		
2	KARE	10/29/12-11/04/12		Wed Prime		Wed Prime	(8:00 PM-9:00 P--W-----	:30		\$1,300.00		0.00	NM		
3	KARE	10/29/12-11/04/12		Wed Prime		Wed Prime	(8:00 PM-9:00 P--W-----	:30		(\$1,300.00)		0.00	NM		
Credited															
25	KARE	11/06/12	11/06/12	M-F 4-430p KARE 11 4 News	CM	4-430P	-T-----	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		3				\$300.00		0.00			
26	KARE	11/06/12	11/06/12	M-F 430-5p Jeopardy	CM	430-5P	-T-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		2				\$850.00		0.00			
27	KARE	11/06/12	11/06/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-T-----	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		3				\$1,200.00		0.00			
28	KARE	11/06/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	-T-----	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		3				\$750.00		0.00			
29	KARE	11/06/12	11/06/12	Today Show Today Show	CM	7-9a	-T-----	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		3				\$750.00		0.00			
30	KARE	11/04/12	11/04/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$2,500.00		0.00			
N31	KARE	10/30/12	10/30/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	-T-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----		1				\$3,500.00		0.00			
32	KARE	10/30/12	11/02/12	M-F 1130a-12p Jeopardy	CM	1130a-12p	-TWTF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--		2				\$750.00		0.00			
N33	KARE	10/31/12	10/31/12	Wed Prime ANIMAL PRACT/GUYS	CM	Wed Prime (6:58 PM-8:00 PM)	--W----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1				\$1,300.00		0.00			
													Totals	110	\$103,150.00